

BAY SHORE RECOGNITION DAY

SILVER ANVIL AWARD ENTRY

Please Return To
PRSA INFORMATION CENTER
845 Third Ave. NYC 10022

N. 81

Toledo Edison Company is an electric utility located in Northwestern Ohio, serving more than 275,000 customers in an eight-county area. The Bay Shore Station, a 631,000 kilowatt coal-fired station consisting of four units, is the company's most reliable station and one of the 10 most efficient in the nation. The first unit was installed in 1955 and the last unit in 1968.

In 1978, construction began on the installation of an advanced, digitally-controlled induced draft fan system manufactured by the Westinghouse Electric Corporation. It was the first such installation by a utility in the country. The installation was part of a \$53 million environmental control project at the station. As the project neared completion, Westinghouse Corporation and Toledo Edison developed a program to publicize the new technology. .

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Toledo Edison Vice President, Public Relations, John R. Dyer saw this as an opportunity to increase public awareness of the company's environmental program. At the same time, the company could recognize the station's employees who worked daily to make it one of the ten most efficient in the country for the past seven years. The two together made a two-pronged approach to public information and employee morale-building.

Four events were planned to meet these two objectives. With Westinghouse, Toledo Edison conducted a media tour (local and trade press) of the station June 25. Media representatives were introduced to Toledo Edison and Westinghouse officials involved in the project. They were then bussed to the station for a 30-minute tour which highlighted the environmental improvements. Following lunch, a question-and-answer session was held to further explain the new equipment. As a result, three local television stations as well as local newspapers featured the environmental project (Exhibit A).

The following day was designated Bay Shore Employee Recognition Day. A picnic lunch was held on the station's front lawn. Box lunches were distributed to those whose jobs required them to work during the ceremonies. Westinghouse officials presented Toledo Edison chairman and chief executive officer John P. Williamson with a plaque, recognizing the station's exceptional performance. Mr. Williamson then presented framed pictures of the station with the new environmental equipment to the current Bay Shore Station superintendent and the two former station superintendents. About 180 employees were involved at the ceremonies.

On the following Sunday, an Open House was held for all company employees and their families (Exhibit B). Complimentary safety hats and goggles were distributed to the visitors as they entered the station. At certain points, a Bay Shore employee was stationed to explain the process. The tour path followed the production of electricity from coal to generation.

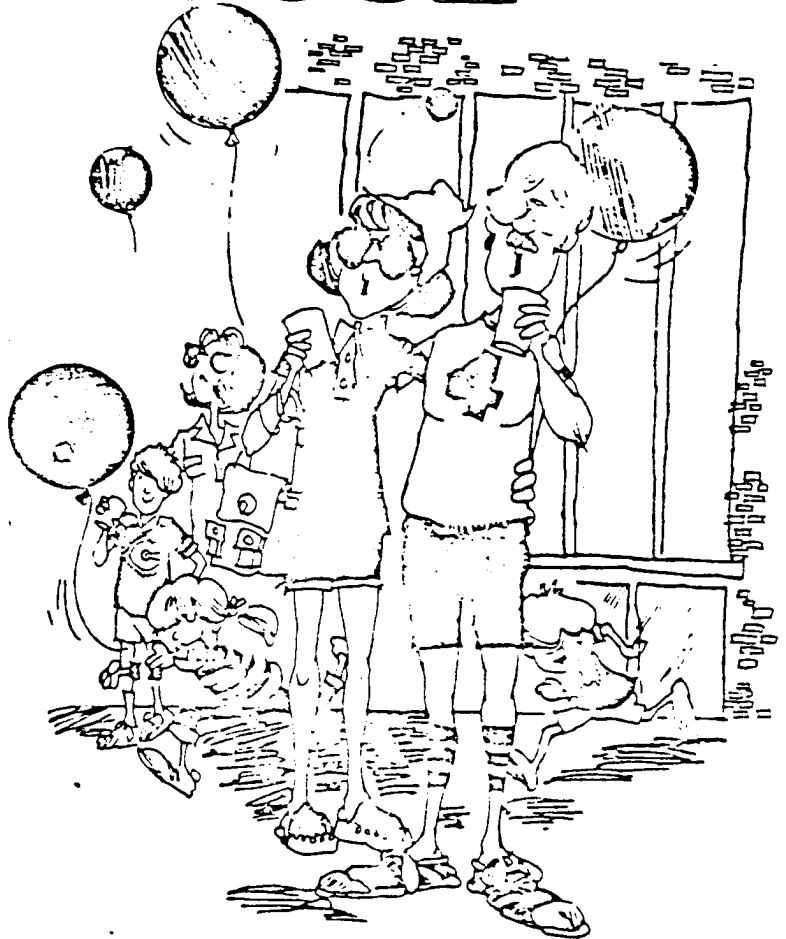
Commemorative Bay Shore balloons (Exhibit C) and beverage coasters (Exhibit D) were distributed following the tour. A special edition of the employee newspaper (Exhibit E) was produced as well as a booklet about the station (Exhibit F). More than 650 persons toured the station.

As a kickoff for a six-times a year Employee Information Video activity, the Public Relations Department videotaped some of the proceedings and used this to develop a 20-minute videotape, which explained the station's history, its operations, and the recognition program. (Five minutes of the videotape is included as Exhibit G). The program was shown to company employees in their various work locations.

In Summary: The Recognition Day event was part of a large Employee Information activity which is a planned part of the Company's Unified Communications Program. The UCP outlines strategy for all communication activities of the Company.

Hey! We're Having An OPEN HOUSE

We thought it was time to show off one of the most reliable and efficient generating facilities in the country—Bay Shore Station. The completion and placing in service of the new stack, fan system and precipitators has focused the attention of our Company and our industry on "The Bay." We also want to recognize those people who have helped make it so. Join us June 29 anytime from 1 to 6 p.m. for some refreshments, a memento of the day and a special tour. Bring the kids.

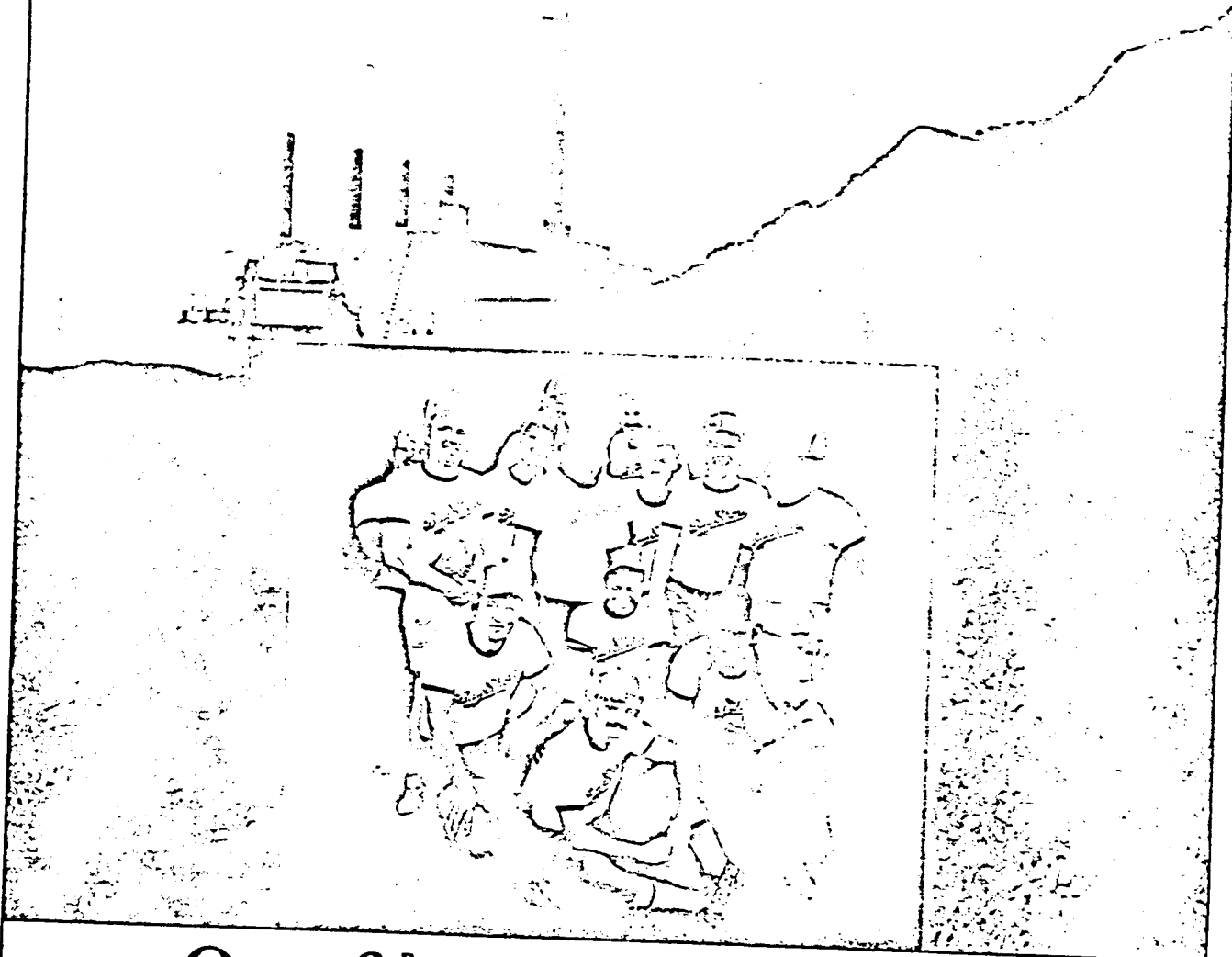


Yes, I'd love to tour Bay Shore Station. There will be _____ people in my group.

We plan to show up about _____ p.m. Please return by June 23, 1980.

Return to: J. Burk
Stop 843
Edison Plaza
300 Madison Ave.
Toledo, Ohio 43652





One of America's top 10 teams also plays softball.

It's no coincidence that our Bay Shore Station is one of the top ten generating stations in America. And has been, in both efficiency and availability, for the past six years in a row.

This ranking, done by a select committee of the Edison Electric Institute, is based on the amount of energy *produced* compared to the amount of fuel *consumed* during the process of generating electricity.

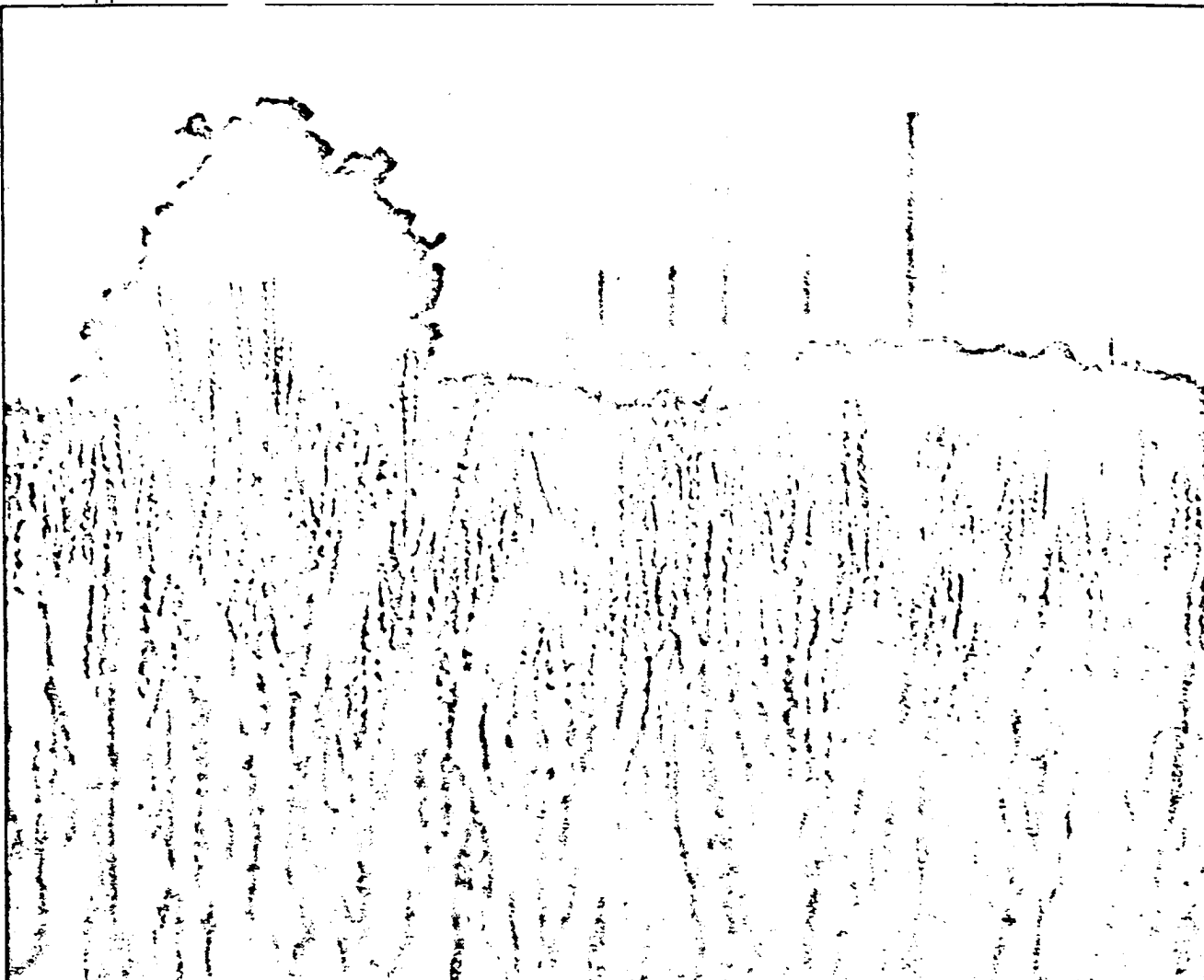
Our Bay Shore Station is an exceptional example of how 173

dedicated people have teamed up with advanced technology to squeeze every possible kilowatt of electricity out of a single piece of coal. Our new energy-saving induced draft fan system—the first of its kind for any utility in the United States—even allows us to reduce air pollution in the process.

We're proud of every member of our Bay Shore Station team. Their consistent batting average keeps us on top, year after year. And in meeting our energy needs today, there isn't room for a minor league.



Top row-left to right-Doug Gonder, Tom Mulkey, Ron Brancheau, Tom Foster, Jim Pendleton, Tom Menden. Second row-left to right-Tom Taylor, Tom Holmes, Dick Seaney, Lyman Bates. Kneeling-left to right-Bob Socie, Gene (Shorty) Saunders, Bill Collier. Foreground-Louie, Skip, Horvath.



We've gone to greater lengths to go unnoticed.

It's hard to be powerful without being noticed. But since our Bay Shore coal-fired electrical generating plant first went on-line in 1955, the 750,000 people who depend on us, hardly know we're there.

We've consistently ranked among the top 10 electrical generating plants in the nation in terms of efficiency.

And from the very beginning, we voluntarily put in place the most advanced pollution control equipment available. Now, for the last three years, we've been

carefully spending more than 53 million dollars installing additional electrostatic precipitators and a dry fly-ash collection system.

All this might not mean very much to you. But if we weren't doing our job well, you'd sure notice. Your electric bills would be higher. There would be power shortages at the most inopportune times. And you would think 'coal' was a pretty dirty word.

Guess you'd have to say, we're pretty high on our low profile.

